

**MINUTES OF THE MEETING OF THE BOARD OF DIRECTORS
OF GATEWAY TO L.A. PBID INC.
CALIFORNIA NONPROFIT MUTUAL BENEFIT CORPORATION
March 28, 2013**

The board of directors meeting of Gateway to L.A. PBID, Inc. a California nonprofit mutual benefit corporation was held on March 28, 2013 at 8:00 a.m. at the Radisson LAX Hotel located at 6225 W. Century Blvd., Los Angeles.

30 individuals attended the meeting as follows:

- Grant Coonley, Hilton Los Angeles Airport
- David Merritt, JM Eagle
- Wendy Medina, Jones Lang LaSalle
- Nelson Zager, Radisson LAX
- Chris Lorino, The Westin
- Scott McCoy, Renaissance LAX
- Kent Galante, Renaissance LAX
- Michael D'Amodio, Embassy Suites
- John Love, Decron Properties
- Bruce Nahid, LAT Investments
- Silvano Merlo, Embassy Suites
- Michael Washington, Sheraton Gateway
- Israel Mora, Courtyard LAX
- Philip Forentinos, StarLine Tours
- Nicol Paone, StarLine Tours
- Mariles Krok, L.A. Tourism
- Bryan Churchill, L.A. Tourism
- Barbara Yamamoto, LAWA
- Ed Pomponio, DSS
- John David Webster, NCWP
- Larry Kosmont, Kosmont Companies
- Susan Perry, Kosmont Companies
- Dan Massiello, Kosmont Companies
- John Howland, Cerrell Assoc.
- Amy Vulin, So. Cal. Gas
- Constance Bass, Encounter
- Jeri Barron, Encounter Restaurant
- Christina Davis, LAX Coastal Chamber
- Jim Sakalis, Gateway to L.A.
- Laurie Hughes, Gateway to L.A.

1. **WELCOME / INTRODUCTIONS**

Grant Coonley welcomed the attendees and introduced the special guests.

2. **PUBLIC COMMENTS**

No comments from the public.

3. **APPROVAL OF MEETING MINUTES – January 15, 2013**

The minutes of the January 15th board of directors meeting were approved as presented.

4. **EXECUTIVE DIRECTOR'S REPORT**

PBID Security/ LAPD Information

LAPD Senior Lead Officer Rubin Garcia reported that crime in Pacific Division is down approximately 3%, Crime for Century Corridor and surrounding area is down 5.6% for 2012.

With the installation of the new parking meters in the area, it was found that an over abundance of people were parking in the area using handicapped placards. LAPD was notified and officer O'Dea of West Traffic Division was deployed to the area to investigate. Officer O'Dea found numerous vehicles parked in the area that were using fraudulent or expired handicap placards. Several vehicles were impounded, while other vehicles were given citations.

Security Directors Meeting – April 3 @ Sheraton Gateway – 9:00 a.m.

Ambassador Contacts

	Feb-12	Feb-13	Mar-12	Mar-13
Citizen Contacts	679	772	781	740
Panhandler Contacts	99	128	119	135

Trolley Passengers

	Feb-12	Feb-13	Mar-12	Mar-13
Passengers	3939	3345	2283	1846

Passenger Totals by Year

2007	2008	2009	2010	2011	2012	2013
64,690	79,501	74,639	70,837	63,376	64,687	84,511
+13%	+23%	-6%	-5%	-10 %	+2%	-21% first 2 1/2 mos. compared 2012

Keep It Clean

The maintenance team continues to clean off, paint out or remove graffiti, stickers, signs, posters, weeds and other debris from streets and sidewalks around the PBID area.

Numerous potholes were filled thorough out PBID by BSS

Ocean Express – New Shuttle integration

- New graphics and printed material
- New video on in-room channel
- Digital Advertising opportunities on flat-screen
- On-board Advertising will be offered by ATMedia
- Expedia Advertising

CoStar Advertising – Commercial Real Estate site

- Banner Advertising promoting Gateway to L.A. area
- CoStar's Home Page ad will highlight the districts amenities and options, increasing awareness and generating interest in the area. Submarket banner ads allow you to reach into targeted competitive tenant bases, deliver your message and intercept potential lease deals.

Long Range Planning Workshop – February 26 or 27

Urban Planning Expert Larry Kosmont will work with Gateway to L.A. property owners and asset managers to formulate a vision for the GW area taking advantage of economic development opportunities related to the Metro and LAWA development.

Sub-Area Plan – Participation in creation of Sub-Area Plan in cooperation with LAWA / Metro / City of L.A. Planning.

Landscaping at Concourse & Century Blvd.

Working through City permitting process to get approvals for landscaping. Submitted landscaping plan but they requested an irrigation plan.

5. ECONOMIC INCENTIVE DISCUSSION WITH LAWA

- LAWA grant for economic development study re opportunities in “Century Corridor District” area, which includes Gateway to L.A.
- Funded by METRO grant and is an outgrowth of the siting of the Crenshaw/LAX rail station at Century & Aviation
- LAWA consultant team is meeting weekly (team includes transportation engineers, land use & real estate consultants, civil engineers, as well as L.A. City Planning Department)
[METRO is not a part]
- LAWA invited Gateway to have a “seat at the table” and requested a Gateway representative(s) with technical and financial background to help guide and recommend economic development solutions related to the upcoming public infrastructure projects to be developed within Gateway

See Complete Report attached.

6. NEW BUSINESS

- **Nelson Zager / Radisson announced that they expect to re-start construction of the parking structure and hope to complete by year-end.**
- **Amy Vulin / The Gas Company, announce that she is changing jobs soon and would have a replacement to introduce at the next meeting.**
- **Christina Davis / LAX Coastal Chamber of Commerce invited members to attend the 60th Anniversary event at the Ritz Carlton in Marina Del Rey.**